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Ontario's Overnight Pleasure Travel Market, 2001

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Ontario

Table of Contents

Page Number

Highlights i

Points Saillants ii

Introduction iii

ONTARIO'S OVERNIGHT PLEASURE TRAVEL MARKET, 2001 1
- How many pleasure travellers visited Ontario and where did they come from? 1
- How long did they stay in Ontario? 2
- When did they visit Ontario? 3
- How big were their travel parties? 4
- Who were in their travel parties? 4
- Where did they stay in Ontario? 5
- What activities did they participate in? 6
- Which Ontario regions did they visit? 7
- How much money did they spend in Ontario? 8
- How did Ontario's international pleasure visitors evaluate various aspects of their trip in Canada? 10

Glossary 11

Map of Ontario Travel Regions 13

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Highlights

- Of Ontario's 39.3 million overnight visitors in 2001, 18.0 million or 46% were on an overnight pleasure trip.
- The expenditures of overnight pleasure visitors accounted for 44% of the total spending by overnight visitors in Ontario in 2001.
- On average, pleasure visitors stayed in Ontario for 3.5 nights in 2001. This was 2.2 nights longer than total person visits.
- Nearly half (49%) of overnight pleasure visitors in 2001 travelled to Ontario in the summer.
- Nearly all overnight pleasure visitors (85%) travelled in parties of adults only. Average party sizes ranged from 1.9 to 2.6 depending on the origin of the visitor.
- 47% of the overnight pleasure visitors stayed in hotels, motels or other commercial roofed accommodation while in Ontario, compared to 38% of total overnight visitors in 2001.
- Overnight pleasure visitors participated in more activities than total overnight visitors to the province in 2001.

Points Saillants

- Parmi les 93,3 millions de voyageurs en séjour de plus de 24 h qui ont visité l'Ontario en 2001, 18,0 millions ou 46 % faisaient un voyage d'agrément.
- Les dépenses des voyageurs en séjour d'agrément de plus de 24 h correspondent à 44 % du total des dépenses des voyageurs en séjour de plus de 24 h en Ontario en 2001.
- En 2001, en moyenne, les voyageurs d'agrément sont demeurés en Ontario pendant 3,5 nuits. Ce chiffre était de 2,2 nuits supérieur à celui du total des visites-personnes.
- Près de la moitié (49 %) des voyageurs en séjour d'agrément de plus de 24 h en Ontario ont voyagé pendant l'été.
- Presque tous les voyageurs en séjour d'agrément de plus de 24 h (85 %) voyageaient en groupes comprenant uniquement des adultes. La taille moyenne des groupes variait de 1,9 à 2,6 personnes, selon l'origine du voyageur.
- 47 % des voyageurs en séjour d'agrément de plus de 24 h se sont hébergés, au cours de leur séjour en Ontario, dans des hôtels, des motels ou d'autres établissements d'hébergement commerciaux, contre 38 % du total des voyageurs en séjour de plus de 24 h en 2001.
- Les voyageurs en séjour d'agrément de plus de 24 h ont participé à un plus grand nombre d'activités que le total des voyageurs en séjour de plus de 24 h en Ontario en 2001.

Introduction

The information contained in this report was extracted from the micro data files of the Canadian Travel Survey (CTS) and the International Travel Survey (ITS) by Research Resolutions, on behalf of the Ontario Ministry of Tourism and Recreation (MTR).

Co-sponsored by all the provinces and the federal government, the CTS is conducted by Statistics Canada annually (starting in 1997) as a supplement to the Labour Force Survey. The CTS telephone interview captures the incidence and detail of travel by Canadians. In 2001, an average of 14,660 Canadian households -- including 4,335 Ontario households -- were surveyed every month throughout the year. The average response rate for Canadian and Ontario respondents was around 86%.

While up to 1994 only the name of a trip's destination was available from the CTS, as well as the name of the province where an overnight stop might have occurred en route to the trip's destination, starting in 1996 the complete trip itinerary was collected. As such, at the sub-provincial level, only visits with a destination in a specific region are comparable pre and post 1996 and not total domestic visits. In addition to the change in the location question, starting in 1996, the CTS captured the interview data on a CAI system, rather than on paper as was the case up to 1994.

The domestic data contained in this report differ from those reported in print or supplied in electronic format by Statistics Canada in the following ways:

Length of Stay	Place of Residence	
	Ontario	Other Canada
Same Day	40 Kms one-way from home	80 Kms one-way from home
Overnight	No minimum distance	No minimum distance

1. All overnight trips, regardless of the distance travelled, and same day trips with a minimum one-way distance from a respondent's home of at least 40 kms are included in this report. Statistics Canada reports only trips of 80 kms and over.

2. Overnight trips with an Ontario destination, but no nights spent in the province, are treated in this report as same day trips to Ontario.

3. The domestic data contained in this report include visits in Ontario by Canadians while on trips to any destination, not just Canadian destinations.

Excluded from this report's domestic data are the following types of travel: travel as a member of an operating crew of a bus, plane, truck, etc.; commuting to and from work or school; one way travel involving a change of residence; travel in an ambulance to a hospital or clinic; trips that did not originate in Canada; and trips longer than one year.

The ITS is also conducted by Statistics Canada every year with the help of Canada Customs and Immigration authorities who essentially conduct a census of border crossings and distribute the questionnaires to a sample of travellers. The questionnaires are self-completed by the travellers and mailed back to Statistics Canada. The questionnaire that is given to same day visitors from the United States who enter Canada by car does not contain any questions regarding the activities that these visitors engage in during their trip. This is the reason why we have limited our report to overnight visitors only.

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The international statistics presented in this report are based on the census of US and overseas visitors as far as the number of travellers, their origin and the mode of transport are concerned. Most of the remaining trip characteristics were obtained from 23,247 completed questionnaires by US residents (out of 41,218 usable questionnaires of US visitors to Canada) and 7,221 completed questionnaires by overseas visitors (out of 15,079 usable questionnaires of overseas visitors to Canada).

The data contained in this report differ from those reported in the Touriscope, or supplied electronically by Statistics Canada, primarily due to the following:

1. Statistics Canada does not allocate Canadian carrier fares to the provinces. Ontario does so based on the mode of transport and the port of entry/exit.

2. Ontario does a number of imputations for missing values.

3. Statistics Canada allocates expenditures to the provinces based on the number of nights a visitor spends in each place. Ontario distinguishes between accommodation expenditures and other expenditures. The former are distributed according to the number of nights a visitor spent in various places and according to whether or not commercial accommodation was used in each overnight stop.

For more details on how Ontario manipulates the database, please write to the address below to obtain the technical appendix.

To aid the reader, a glossary of key terms used throughout this report is appended. For more information on this publication please contact:

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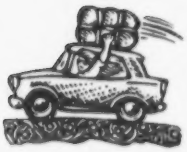
ONTARIO'S OVERNIGHT PLEASURE TRAVEL MARKET, 2001



How many pleasure travellers visited Ontario and where did they come from?

Of Ontario's 39.3 million overnight visitors in 2001, 18.0 million or 46% were on an overnight pleasure trip.

- The majority (69%) of overnight pleasure visitors were Canadian.
- Ontario residents accounted for 91% of Canadian overnight pleasure visitors, and 63% of total overnight pleasure visitors.
- 59% of U.S. and 47% of overseas (overnight) visitors travelled to Ontario for the primary purpose of pleasure.
- Overnight visitors from Ohio had the highest incidence (73%) of travelling to Ontario for pleasure.

Table 1: Total Person Visits and Total Overnight Person Visits in Ontario, 2001

Origin	Overnight Pleasure Visitors (000s)	% Share	Overnight Visitors (000s)	% Share	Incidence*
TOTAL	17,964	100%	39,284	100%	46%
Canada	12,444	69%	29,610	75%	42%
Ontario	11,377	63%	26,144	67%	44%
Quebec	514	3%	1,675	4%	31%
Manitoba	279	2%	470	1%	59%
Western Canada	165	1%	851	2%	19%
Atlantic Canada	109	1%	469	1%	23%
USA	4,669	26%	7,879	20%	59%
New York	927	5%	1,476	4%	63%
Michigan	1,123	6%	1,742	4%	64%
Pennsylvania	344	2%	491	1%	70%
Minnesota	207	1%	307	1%	67%
Ohio	508	3%	699	2%	73%
Illinois	217	1%	354	1%	61%
Wisconsin	158	1%	276	1%	57%
Other USA	1,187	7%	2,535	6%	47%
Overseas	851	5%	1,795	5%	47%
UK	208	1%	407	1%	51%
France	94	1%	143	0%	66%
Germany	66	0%	121	0%	55%
Japan	106	1%	160	0%	66%
Other Europe	131	1%	323	1%	41%
Other Asia	114	1%	322	1%	35%

*Incidence refers to the percentage of total overnight visitors that travelled to Ontario for the main purpose of pleasure.

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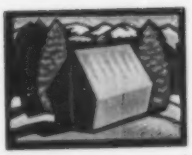

How long did they stay in Ontario?

On average, pleasure visitors stayed in the province for 2.2 nights longer than total visitors.

- Overall, pleasure visitors from overseas countries stayed the longest (7.8 nights), followed by Americans (3.4 nights) and Canadians (3.2 nights).
- Pleasure visitors from Germany had the longest length of stay in 2001 (8.9 nights) and visitors from Michigan had the shortest (2.6 nights).
- 81% of overnight pleasure visitors stayed in the province for 1 to 4 nights, while 19% stayed in the province for 5 or more nights.

Table 2: Person Nights in Ontario, 2001

Origin	Pleasure Visitor Nights (000s)	% Share	Total Visitor Nights (000s)	% Share	Incidence	Average Length of Stay (nights)	
						Pleasure	Total
TOTAL	62,466	100%	134,443	100%	46%	3.5	1.3
CANADA	39,875	64%	88,365	66%	45%	3.2	1.2
Ontario	35,690	57%	71,723	53%	50%	3.1	1.0
Quebec	1,434	2%	5,091	4%	28%	2.8	2.2
Manitoba	1,033	2%	1,909	1%	54%	3.7	3.5
Western Canada	1,051	2%	6,590	5%	16%	6.4	7.7
Atlantic Canada	668	1%	3053	2%	22%	6.1	6.5
USA	15,923	25%	27,119	20%	59%	3.4	1.0
New York	2,755	4%	4,403	3%	63%	3.0	0.5
Michigan	2,918	5%	4,304	3%	68%	2.6	0.4
Pennsylvania	1,294	2%	1,837	1%	70%	3.8	2.0
Minnesota	787	1%	1,139	1%	69%	3.8	1.6
Ohio	1,560	2%	2,229	2%	70%	3.1	1.6
Illinois	926	1%	1,416	1%	65%	4.3	2.8
Wisconsin	770	1%	1,254	1%	61%	4.9	3.4
Other USA	4,913	8%	10,538	8%	47%	4.1	2.5
OVERSEAS	6,668	11%	18,959	14%	35%	7.8	8.8
UK	1,578	3%	3,778	3%	42%	7.6	8.3
France	494	1%	937	1%	53%	5.3	5.5
Germany	586	1%	1,149	1%	51%	8.9	7.0
Japan	376	1%	829	1%	45%	3.5	4.3
All Other	3,634	6%	12,266	9%	30%	9.6	10.6

When did they visit Ontario?

Nearly half (49%) of overnight pleasure visitors in 2001 travelled to Ontario in the summer.

- Compared to total overnight visitors, more pleasure visitors travelled in the summer (Q3) (49% vs. 39%).
- 11% of overnight pleasure visits occurred during the winter (Q1), compared to 16% of total overnight visitors.
- There was little difference in travel in the spring (Q2), with 24% of overnight pleasure and 23% of total overnight visits occurring during this quarter.

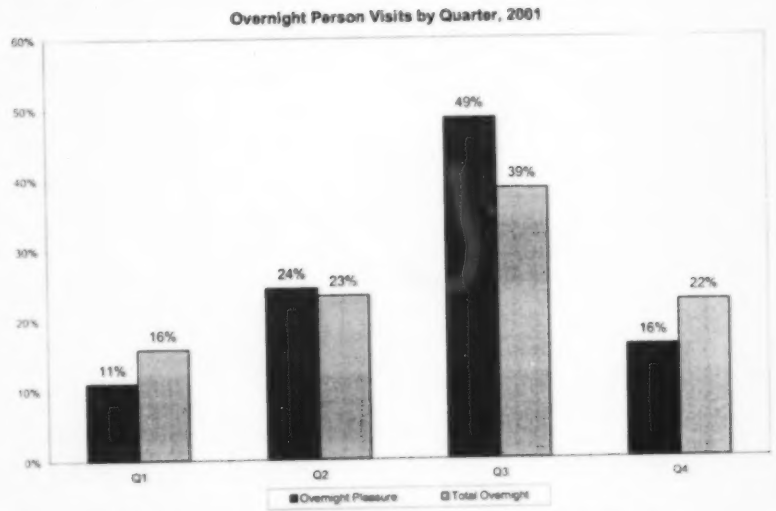

Table 3: Overnight Pleasure Visits in Ontario by Calendar Quarter, 2001

	Q1	Q2	Q3	Q4
Total (000)	1977	4394	8719	2875
CANADA (000)	1437	2879	5946	2182
Share (%)	*73%*	*66%*	*68%*	*76%*
Ontario	1305	2635	5425	2011
Share (%)	*66%*	*60%*	*62%*	*70%*
USA (000)	469	1259	2358	584
Share (%)	*24%*	*29%*	*27%*	*20%*
Border States	424	895	1694	470
Share (%)	*21%*	*20%*	*19%*	*16%*
OVERSEAS (000)	71	256	415	109
Share (%)	*4%*	*6%*	*5%*	*4%*
UK	25	59	91	33
Share (%)	*1%*	*1%*	*1%*	*1%*
France	3	28	52	11
Share (%)	*	*1%*	*1%*	*
Germany	4	21	32	9
Share (%)	*	*	*	*
Japan	8	40	51	7
Share (%)	*	1%	1%	*

* less than 1%

- Fewer (16%) overnight pleasure visits occurred in the fall (Q4) than total overnight visits (22%).
- Regardless of calendar quarter, Canadians made up the bulk of overnight pleasure visitors throughout the year.

How long did they stay in Ontario?

On average, pleasure visitors stayed in the province for 2.2 nights longer than total visitors.

- Overall, pleasure visitors from overseas countries stayed the longest (7.8 nights), followed by Americans (3.4 nights) and Canadians (3.2 nights).
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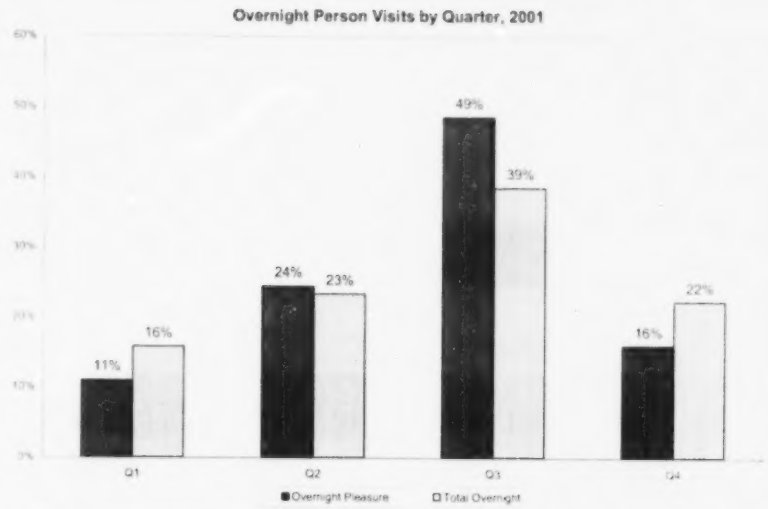

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- Regardless of calendar quarter, Canadians made up the bulk of overnight pleasure visitors throughout the year.

How big were their travel parties?
Who were in their travel parties?

Nearly all overnight pleasure visitors (85%) travelled in parties of adults only. Average party sizes ranged from 1.9 to 2.6 depending on the origin of the visitor.

- Canadian overnight pleasure visitors had the smallest average party size (1.9), while overnight pleasure visitors from the USA had the largest (2.6).
- Overnight pleasure visitors from Canada had the lowest occurrence of traveling in groups of adults only (79%), while visitors from overseas countries had the highest (89%).

Table 5: Overnight Pleasure Party Visits
Average Size and Composition, 2001

Origin	Average Party Size	Party Composition	
		Adults Only	Adults w/ Kids
Canada	1.9	79%	21%
Ontario	1.9	79%	21%
USA	2.6	82%	18%
Border States	2.6	81%	19%
Overseas	2.0	89%	11%

Table 6: Overnight Pleasure Visitors
Percent Party Size (Adults Only), 2001

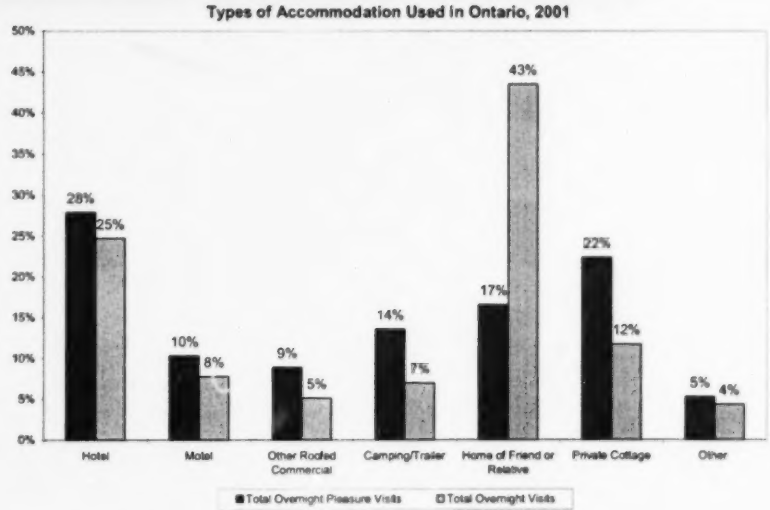
Origin	1 adult	2 adults	3 or more adults
TOTAL	51%	42%	7%
CANADA	60%	36%	3%
Ontario	60%	36%	3%
USA	16%	63%	21%
Border States	14%	64%	22%
OVERSEAS	35%	55%	10%

* less than 1%

- Overnight pleasure visitors from Canada had the highest incidence (60%) of travelling alone in Ontario, followed by visitors from overseas countries (35%).
- Overnight pleasure visitors from the U.S. border states had the highest frequency of travelling in groups of two in 2001 (64%).
- Overnight pleasure visitors from the U.S. border states also had the highest incidence of travelling in parties of three or more people (22%).

Where did they stay in Ontario?

47% of overnight pleasure visitors stayed in hotels, motels or other roofed commercial accommodations while in Ontario, compared to 38% of total overnight visitors in 2001.



- Pleasure visitors had a higher tendency to stay in roofed commercial accommodation, compared to total overnight visitors.
- Pleasure visitors also tended to stay at private cottages (22%) when they were in the province.
- 17% of pleasure visitors stayed at homes of friends or relatives while in the province in 2001, compared to 43% of total overnight visitors.
- 30% of pleasure visitors from overseas and 19% of domestic pleasure visitors stayed with friends and relatives while in Ontario in 2001.
- Pleasure visitors from the U.S. had the highest incidence of staying at motels (21%) while in the province.
- Domestic pleasure visitors had the highest incidence of staying in private cottages in 2001.

Table 7: Overnight Pleasure Visitors Accommodation Use by Person Nights and Origin, 2001

Type of Accommodation	Canada	% Share	USA	% Share	Overseas	% Share
Hotel	2,531	20%	1,935	41%	543	64%
Motel	796	6%	964	21%	92	11%
Other Roofed Commercial**	973	8%	608	13%	18	2%
Camping/Trailer Park	2,062	17%	353	8%	20	2%
Homes of Friends/Relatives	2,400	19%	315	7%	257	30%
Private Cottage	3,667	29%	342	7%	3	*
Other	359	3%	513	11%	73	9%

* less than 1%
** other roofed commercial includes commercial cottages and cabins, bed and breakfasts, lodges

How big were their travel parties? Who were in their travel parties?

Nearly all overnight pleasure visitors (85%) travelled in parties of adults only. Average party sizes ranged from 1.9 to 2.6 depending on the origin of the visitor.

- Canadian overnight pleasure visitors had the smallest average party size (1.9), while overnight pleasure visitors from the USA had the largest (2.6).
- Overnight pleasure visitors from Canada had the lowest occurrence of traveling in groups of adults only (79%), while visitors from overseas countries had the highest (89%).

Table 5: Overnight Pleasure Party Visits Average Size and Composition, 2001

Origin	Average Party Size	Party Composition	
		Adults Only	Adults w/ Kids
Canada	1.9	79%	21%
Ontario	1.9	79%	21%
USA	2.6	82%	18%
Border States	2.6	81%	19%
Overseas	2.0	89%	11%

Table 6: Overnight Pleasure Visitors Percent Party Size (Adults Only), 2001

Origin	1 adult	2 adults	3 or more adults
TOTAL	51%	42%	7%
CANADA	60%	36%	3%
Ontario	60%	36%	3%
USA	16%	63%	21%
Border States	14%	64%	22%
OVERSEAS	35%	55%	10%

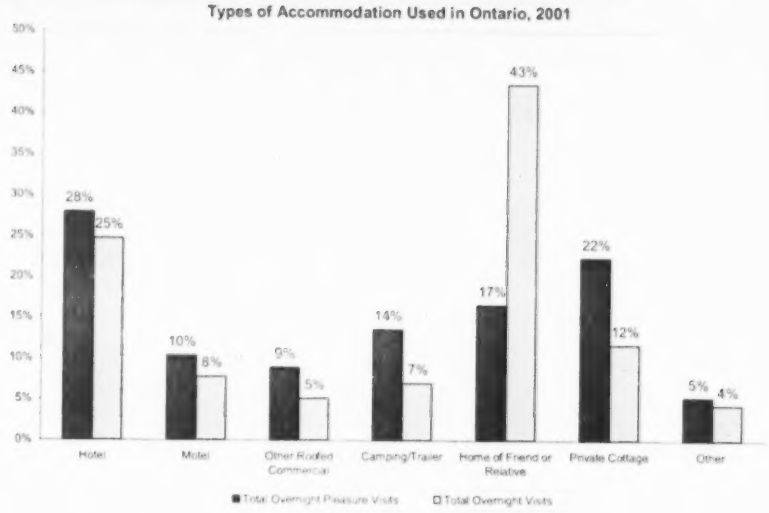
* less than 1%

- Overnight pleasure visitors from Canada had the highest incidence (60%) of travelling alone in Ontario, followed by visitors from overseas countries (35%).
- Overnight pleasure visitors from the U.S. border states had the highest frequency of travelling in groups of two in 2001 (64%).
- Overnight pleasure visitors from the U.S. border states also had the highest incidence of travelling in parties of three or more people (22%).

Where did they stay in Ontario?

47% of overnight pleasure visitors stayed in hotels, motels or other roofed commercial accommodations while in Ontario, compared to 38% of total overnight visitors in 2001.

Types of Accommodation Used in Ontario, 2001



- Pleasure visitors had a higher tendency to stay in roofed commercial accommodation, compared to total overnight visitors.
- Pleasure visitors also tended to stay at private cottages (22%) when they were in the province.
- 17% of pleasure visitors stayed at homes of friends or relatives while in the province in 2001, compared to 43% of total overnight visitors.
- 30% of pleasure visitors from overseas and 19% of domestic pleasure visitors stayed with friends and relatives while in Ontario in 2001.
- Pleasure visitors from the U.S. had the highest incidence of staying at motels (21%) while in the province.
- Domestic pleasure visitors had the highest incidence of staying in private cottages in 2001.

Table 7: Overnight Pleasure Visitors Accommodation Use by Person Nights and Origin, 2001

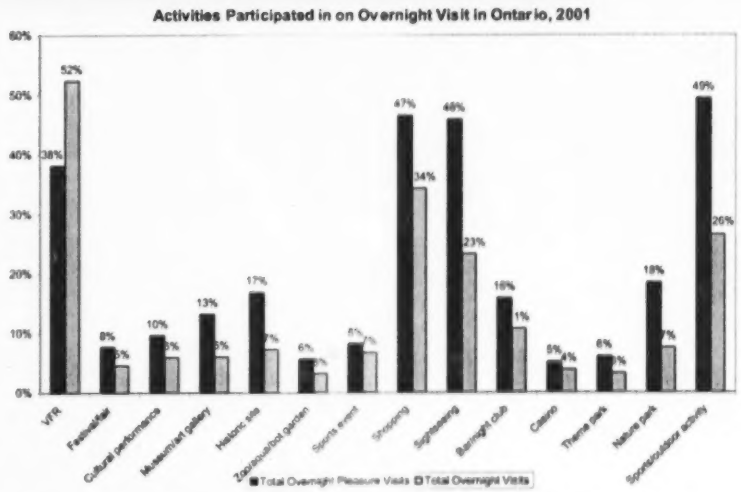
Type of Accommodation	Canada	% Share	USA	% Share	Overseas	% Share
Hotel	2,531	20%	1,935	41%	543	64%
Motel	796	6%	964	21%	92	11%
Other Roofed Commercial**	973	8%	608	13%	18	2%
Camping/Trailer Park	2,062	17%	353	8%	20	2%
Homes of Friends/Relatives	2,400	19%	315	7%	257	30%
Private Cottage	3,667	29%	342	7%	3	*
Other	359	3%	513	11%	73	9%

* less than 1%
** other roofed commercial includes commercial cottages and cabins, bed and breakfasts, lodges

What activities did they participate in?

On average, overnight pleasure visitors participated in more activities per visit than total overnight visitors to the province in 2001.

- Top activities for overnight pleasure visitors in Ontario were sports/outdoor activities (49% participation) and shopping (47%).
- As with most visitors to the province, other popular activities for overnight pleasure visitors were sightseeing (46%) and visiting friends and relatives (VFR) (38%).



- Overnight pleasure visitors were more active than total overnight visitors, participating in an average of 2.9 versus 2.0 activities per person visit.
- Overnight pleasure visitors from overseas were the most active, participating in an average of 5.3 activities per person visit, compared to 3.3 activities for Americans and 2.5 activities for Canadians.
- Overnight pleasure visitors from overseas likely participated in more activities due to a longer average length of stay in the province.

Table 8: Overnight Pleasure Visitors in Ontario
Percent of Visitors who Participated in Selected Activities, 2001

Activity	Canada	Ontario	USA	Overseas
VFR	45%	44%	18%	45%
Festival/fair	7%	6%	9%	12%
Cultural performance	6%	6%	18%	14%
Museum/art gallery	8%	7%	21%	47%
Historic site	9%	8%	31%	54%
Zoo/aquarium/botanical garden	4%	3%	6%	30%
Sports event	9%	9%	5%	11%
Shopping	37%	35%	65%	87%
Sightseeing	37%	36%	61%	88%
Bar/night club	13%	13%	20%	29%
Casino	5%	4%	5%	11%
Theme/amusement park	5%	4%	6%	25%
Nature park	14%	13%	24%	58%
Sports/outdoor activity	55%	56%	39%	24%

Which Ontario regions* did they visit?

Nearly one-third (29%) of Ontario's overnight pleasure visitors travelled to Ontario's Central Region in 2001.

- Central Region was the top destination for overnight pleasure visitors (29%), compared to 22% of total overnight visitors.
- Considering that Central Region includes 'cottage country' (Muskoka, Haliburton, Georgian Bay, etc.) and Algonquin Park, and that nearly half of these visitors came in the summer months, it is not surprising that this was the top region for pleasure visitors in 2001.
- Overnight pleasure visitors also travelled to Toronto (19%) and the Niagara Region (14%).
- Central region was the most popular destination in the province for 39% of domestic visitors, not surprisingly considering that 29% of domestic visitors stayed in private cottages on their visit in Ontario.

TABLE 10: Overnight Pleasure Visitors in Ontario, 2001

Region Visited	Percent of Overnight Pleasure Visitors, by Origin, Visiting each Ontario Travel Region*				
	Canada	Ontario	USA	Border States	Overseas
Essex	1%	1%	6%	7%	1%
Southwestern	9%	9%	11%	12%	3%
Niagara Region	6%	6%	31%	30%	34%
South-Central Ontario	4%	4%	3%	2%	6%
Toronto and Area	13%	11%	23%	22%	78%
Central	39%	42%	7%	6%	9%
St. Lawrence River Corridor	6%	5%	5%	5%	8%
Ottawa Region	6%	4%	4%	3%	24%
Eastern	5%	5%	4%	4%	1%
North-Central	5%	6%	2%	2%	1%
North-East	5%	5%	8%	8%	2%
North-West	4%	3%	10%	9%	1%

**The percentages are based on the total number of visitors with a known regional destination in Ontario. Note: The sum of each column is greater than 100% because multiple locations may be visited in a given trip.*

* Please see page 20 for a map of Ontario's Travel Regions.

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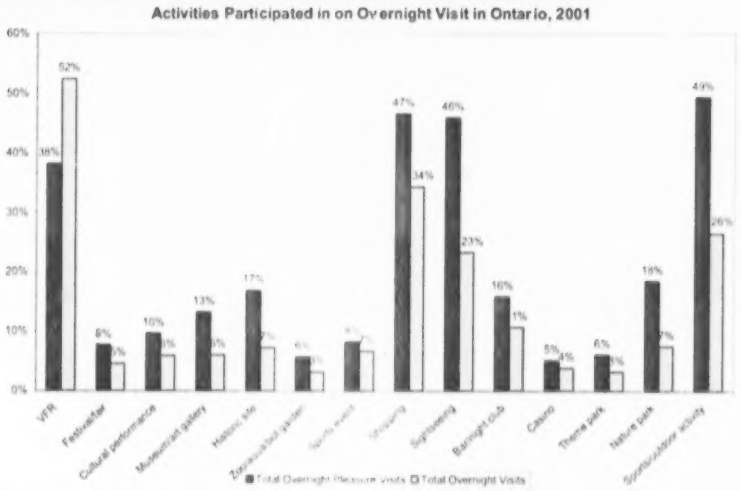

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Ottawa Region	6%	4%	4%	3%	24%
Eastern	5%	5%	4%	4%	1%
North-Central	5%	6%	2%	2%	1%
North-East	5%	5%	8%	8%	2%
North-West	4%	3%	10%	9%	1%

**The percentages are based on the total number of visitors with a known regional destination in Ontario. Note: The sum of each column is greater than 100% because multiple locations may be visited in a given trip.*

* Please see page 20 for a map of Ontario's Travel Regions.

How much money did they spend in Ontario?

Expenditures of overnight pleasure visitors accounted for 44% of total spending by overnight visitors in Ontario in 2001.

- Overnight pleasure visitors spent $5.0 billion in the province in 2001.
- Canadians accounted for 46% of total spending by overnight pleasure visitors, Americans for 34%, and overseas visitors for 19%.
- Total average spending per person visit was $279, per party visit was $563 and per party night was $168.
- Ontarians had the lowest average spending per person visit ($178) and visitors from the UK had the highest ($1,283).
- Overseas visitors tend to have the highest average spending levels due to the inclusion of the cost of transportation. Table 13 on the following page provides a comparison of spending with the cost of transportation removed.

Table 11: Overnight Pleasure Visitors Spending by Origin, 2001

Origin	Total Spending (000)	Share (%)
TOTAL	$5,014,194	100%
CANADA	$2,320,976	46%
Ontario	$2,026,895	40%
Quebec	$126,274	3%
USA	$1,720,971	34%
Border States	$1,129,988	23%
Michigan	$333,935	7%
New York	$246,418	5%
Ohio	$170,265	3%
Pennsylvania	$135,827	3%
Illinois	$95,767	2%
Minnesota	$72,761	1%
Wisconsin	$75,014	1%
OVERSEAS	$972,247	19%
UK	$266,883	5%
Japan	$127,527	3%
France	$67,844	1%
Germany	$74,615	1%

Table 12: Overnight Pleasure Visitors Average Expenditures in Ontario, 2001

	Average Per Person	Average Per Party	Average Per Party Night
TOTAL	$279	$563	$168
CANADA	$187	$348	$116
Ontario	$178	$333	$114
USA	$369	$958	$284
Border States	$325	$856	$280
OVERSEAS	$1,142	$2,266	$257
UK	$1,283	$2,669	$339
France	$722	$1,475	$263
Germany	$1,131	$2,261	$266
Japan	$1,203	$2,199	$545

n/a – not available

- Regardless of transportation costs, overseas visitors tend to have the highest average cost per person visit. This is attributable to the fact that overseas visitors stay longer in the province and tend to stay in commercial accommodation.
- Overnight pleasure visitors from the UK had the highest average spending per person visit on accommodation and recreation and entertainment. Visitors from Germany had the highest average spending on food and beverage and visitors from Japan had the highest average spending on retail.

Table 13: How Overnight Pleasure Visitors Spent their Non-Transport Budget in Ontario by Origin, 2001

Item of Expenditure	Origin of Overnight Pleasure Visitors							
	Canada	Ontario	USA	Border States	Overseas	UK	Germany	Japan
Spending by pleasure visitors, excluding transport related expenditures ($000s)	$1,762,435	$1,531,353	$1,495,571	$1,009,227	$605,231	$153,535	$47,674	$68,785
Spending excluding transportation as a % of total spending in Ontario by pleasure visitors	76%	76%	87%	89%	62%	58%	64%	54%
Average Spending								
Per Person Visit	$142	$135	$320	$290	$711	$738	$722	$649
Per Party Visit	$264	$251	$833	$765	$1,411	$1,535	$1,445	$1,186
Per Party Night	$88	$86	$247	$250	$768	$195	$170	$294
Accommodation ($000s)	$608,713	$540,308	$630,565	$414,622	$227,960	$63,848	$19,934	$32,017
Spending on accommodation as a % of total spending in Ontario by pleasure visitors	26%	27%	37%	37%	23%	24%	27%	25%
Average Spending								
Per Person Visit	$49	$47	$135	$119	$268	$307	$302	$302
Per Party Visit	$91	$89	$351	$314	$531	$638	$604	$552
Per Party Night	$30	$30	$104	$103	$289	$81	$71	$137
Food/Beverage ($000s)	$628,160	$541,222	$353,688	$238,127	$151,607	$37,788	$12,280	$14,574
Spending on food and beverage as a % of total spending in Ontario by pleasure visitors	27%	27%	21%	21%	16%	14%	16%	11%
Average Spending								
Per Person Visit	$50	$48	$76	$68	$178	$182	$186	$137
Per Party Visit	$94	$89	$197	$180	$353	$378	$372	$251
Per Party Night	$31	$31	$58	$59	$192	$48	$44	$62
Recreation/Entertainment ($000s)	$236,674	$201,923	$279,535	$202,713	$69,314	$20,271	$4,860	$3,832
Spending on recreation/ entertainment as a% of total spending in Ontario by pleasure visitors	10%	10%	16%	18%	7%	8%	7%	3%
Average Spending								
Per Person Visit	$19	$18	$60	$58	$81	$97	$74	$36
Per Party Visit	$35	$33	$156	$154	$162	$203	$147	$66
Per Party Night	$12	$11	$46	$50	$88	$26	$17	$16
Retail ($000s)	$288,888	$247,899	$231,783	$153,765	$156,350	$31,627	$10,600	$18,361
Spending on retail as a % of total spending in Ontario by pleasure visitors	12%	12%	13%	14%	16%	12%	14%	14%
Average Spending								
Per Person Visit	$23	$22	$50	$44	$184	$152	$161	$173
Per Party Visit	$43	$41	$129	$116	$364	$316	$321	$317
Per Party Night	$14	$14	$38	$38	$198	$40	$38	$78

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Per Party Visit	$43	$41	$129	$116	$364	$316	$321	$317
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How did Ontario's international pleasure visitors evaluate various aspects of their trip in Canada?

Overall, high ratings on services experienced while in Canada.

- Ontario's international visitors were asked to rate various aspects of their stay in Canada relative to their home country. Due to low response rates, the following results should be used with caution.
- Total overnight visitors from the U.S. rated transportation and accommodation services and variety of things to do and see as the same as in their own country. These visitors rated the hospitality of locals and the value for money as better than in the U.S.
- Overnight pleasure visitors from the U.S. rated all aspects similarly to total U.S. overnight visitors.
- The majority of overnight visitors from overseas countries rated all aspects as better than in their home countries, with the exception of value for money.
- Overnight pleasure visitors from overseas countries rated the value for money in Canada as better or the same as their home countries. All other aspects were rated as better than in their home countries.

Table 14: Rating of Various Aspects of Trip in Canada 2001

Origin of Visitors	All Overnight Visitors		Overnight Pleasure Visitors	
	U.S.	Overseas	U.S.	Overseas
Transportation				
Better	46%	72%	40%	75%
Same	48%	21%	53%	19%
Not as good	6%	7%	7%	6%
Accommodation				
Better	40%	72%	36%	75%
Same	54%	26%	58%	24%
Not as good	6%	2%	6%	2%
Hospitality of local people				
Better	60%	79%	57%	81%
Same	37%	18%	39%	17%
Not as good	3%	2%	4%	2%
Value of money				
Better	64%	48%	62%	48%
Same	25%	40%	27%	42%
Not as good	11%	12%	11%	10%
Variety of things to do and see				
Better	48%	72%	45%	76%
Same	47%	25%	51%	22%
Not as good	4%	3%	4%	2%

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- Overnight pleasure visitors from overseas countries rated the value for money in Canada as better or the same as their home countries. All other aspects were rated as better than in their home countries.

Glossary

ACCOMMODATION TYPE refers to the type(s) of accommodation used during the trip.

Other accommodation is a separate category in the CTS and ITS questionnaires, and includes dormitories, hostels, sleeping berths on trains and boats, etc. In many of the tabulations contained in this report, accommodation type "not stated" records have been combined with *other*.

ACTIVITIES ON TRIP. For each trip, respondents were asked to indicate whether they participated in any of a number of activities (aided measure). The activity could have occurred at any location on the trip (destination, location of overnight stop) since activity data are not captured on a location-specific basis.

EXPENDITURES ON TRIP. All dollars spent by all household members or party members who went on the trip and paid for by individuals, government or private sector business. Only expenditures incurred by visitors to Ontario are contained in this report. Spending by Ontarians on (Canadian) public fares for trips outside the province and with no visit in Ontario are not included here.

The following items of expenditures are excluded:

- food and beverage purchased prior to the trip to be used while on the trip;
- items purchased to be resold or used in a business;
- vehicles, such as cars, boats and caravans;
- capital investment, such as real estate, work of arts, rare articles and financial stocks;
- cash given to friends or relatives during a trip which does not represent payment for goods and services received, as well as donations to institutions.

EXPENDITURES IN ONTARIO. Canadian residents' expenditures on the trip are assigned by Statistics Canada to provinces of origin, destination, and location of overnight stops according to pre-set rules. Expenditures from the ITS were assigned to Ontario according to MTR rules.

HOUSEHOLD/PARTY TRIP. A trip involving one or more persons from the same household/party leaving and returning together. If four persons from the same household take a trip, it counts as one household-trip.

The CTS captures household-based information, while the ITS captures party-based (not necessarily belonging to the same household) information.

MODE OF TRANSPORT. Mode of transport refers to the one used in Canada. It does not refer to the transport mode used by international visitors to come to Ontario.

PERSON NIGHT. A night spent away from home by a person taking a trip. If two persons take a trip involving three nights away from home, that counts for six person nights.

PERSON TRIP. A trip taken by one person. If two persons from the same household go on a trip, it counts for two person trips. If the same person takes two trips, it also counts for two person trips.

PURPOSE OF TRIP (MAIN). The main purpose categories include *visiting friends/relatives, pleasure, personal, business, convention.* In this report, *business convention* has been combined with *business* and *pleasure* has been combined with *non-business convention.*

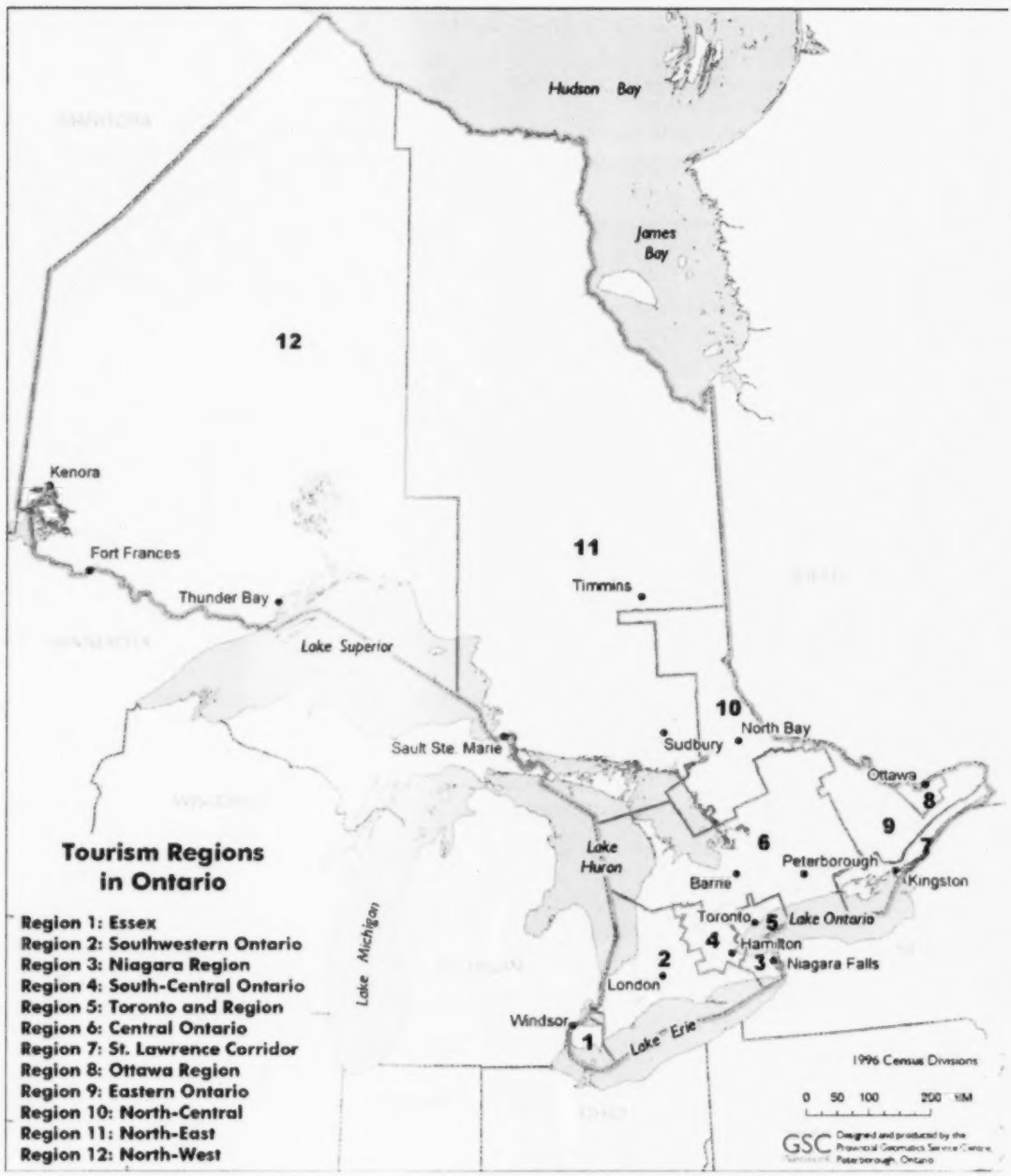
QUALIFYING TRIP. A *qualifying trip* in the CTS is defined as travel from the usual place of residence to a location any distance away if an overnight trip and at least 40 km (one-way) if a same-day trip for any purpose other than as a member of an operating crew of a bus, plane, truck, etc; commuting to work or school; moving to a new residence; travel in an ambulance to a hospital or clinic; trips that did not originate in Canada and trips that longer than one year. The distance minimum of 40 km applies only to same-day trips that originate in Ontario. In all other provinces, the minimum distance for a same-day trip is 80 km. In the ITS it includes all non-residents crossing the Canadian border (excludes crews of transportation firms).

REPORTING PERIOD. A one month reporting period is used by the CTS since the second quarter of 1992. All fieldwork takes place approximately three weeks after the *end* of the reporting period. For example, during the third week in July respondents would be asked to report on trips that ended in preceding June. In the ITS, a respondent is given a questionnaire which he/she is asked to fill out when his/her trip is completed.

RESPONDENT. In the CTS, a randomly selected individual in the sampled household (from the Statistics Canada Labour Force Survey sampling frame) who is at least 15 years of age. Specifically excluded from the LFS coverage are residents of Yukon and Northwest Territories, persons living on Indian Reserves, full-time members of the Canadian Armed Forces and persons living in institutions (inmates of penal institutions and patients in hospitals or nursing homes who have resided in the institution for more than six months).

VISIT. Place of overnight stay or for same day trips, the location of the trip's destination. If the respondent travelled twice to the same location during the same trip, only one visit is recorded at that location. In this report there are three types of visits at the sub-provincial level: visits that were destined to region x; visits that were destined to Ontario region y, but took an excursion to region x, and visits that were destined outside Ontario, but had an overnight stop in region x. A small number of CTS respondents with overnight trips indicated that had as their destination Ontario region x, but they spent no night in region x. These trips have been treated in this report as same day trips to region x.

Map of Ontario Travel Regions



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